# GIL YOGEV

## Senior Creative Director & Graphic Designer — Fashion, Apparel, Lifestyle & Product Graphics

gilyo44@gmail.com **+31(0)642092357** **Amsterdam**

*Today, anyone can generate a striking image in seconds. What still can't be generated is the judgment to know which image actually sells, survives production, and fits a brand. That judgment takes decades to build — I've spent 25+ years building it, across fashion, apparel and global lifestyle brands.*

I now combine that depth — full-cycle knowledge of design, materials, licensing, manufacturing and brand strategy — with AI-driven creative tools, using generative platforms to explore more concepts, faster, while relying on hard-won experience to know which of them are actually worth producing. The result is not AI replacing craft, but craft directing AI: faster ideation, sharper editing, and fewer costly mistakes downstream.

### WHY EXPERIENCE IS THE ADVANTAGE, NOT THE LIABILITY

- — Speed is now free. Taste, commercial instinct and production knowledge are not — and those only come from decades of real collections, real factories, and real consumers.
- — I've already lived through one industry-wide disruption (digital pre-press replacing manual production in the '90s–2000s) and adapted my process each time — proof that this is a pattern I know how to navigate, not a threat I'm facing for the first time.
- — AI tools generate raw options; my role is to curate, refine and productionise them — closing the gap between a striking image and a manufacturable, sellable item, which is exactly where most AI-native output currently fails.
- — I bring brand discipline to generative speed: knowing what a licensor, buyer or factory will actually accept, before a single sample is cut.

### CORE EXPERTISE

Creative Direction · Brand Identity & Product Branding · Fashion & Apparel Graphics · T-Shirt & Print Design · Packaging, Labels & Trims · Retail & Licensing Graphics · Visual Storytelling · AI-Assisted Concept Development · Product Development

### EXPERIENCE

**Senior Graphic Designer & Creative Consultant** · Global Souvenir Products & Lifestyle Industry
2016 – Present

Lead graphic development for destination and souvenir merchandise sold internationally — apparel, caps, bags, drinkware, gifts and packaging. Bring AI-assisted ideation into a fast, seasonal production cycle without losing brand consistency or production feasibility.

**Freelance Creative Director & Brand Consultant** · Promigy — European Fashion & Lifestyle Brands
2010 – 2016

Delivered full graphic identities and seasonal apparel concepts for European fashion brands including Buddha to Buddha and Circle of Trust — from brand identity through labels, packaging and marketing collateral.

**Senior Graphic Designer** · Chasin' Denim
2008 – 2010

Owned all graphic development for a premium Dutch denim brand — prints, labels, trims and seasonal visual language, managed end-to-end from concept to final production.

**Chief Art Director** · Kenvelo
2002 – 2008

Directed the graphic design department for a leading European fashion retailer; led seasonal concepts and men's/women's collections while managing creative teams across multiple simultaneous product lines.

**Founder & Creative Director** · Gilmore Studio 1997 – 2002

Founded and ran an independent creative studio delivering corporate identity, apparel graphics, catalogues and packaging for fashion and retail clients — the foundation of the end-to-end production fluency that still defines my work today.

## TOOLS — TRADITIONAL CRAFT + AI WORKFLOW

Generative & AI: ChatGPT · AI image generation & concept ideation workflows

Design & Production: Adobe Illustrator · Adobe Photoshop · Corel Draw

## LANGUAGES

English — Fluent · French — Excellent · Dutch — Very Good